

State of California

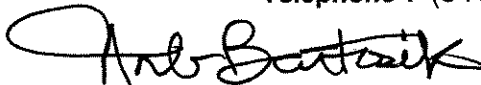
Memorandum

To : All District Agricultural Associations
County Fairs

Date : February 23, 2004

Place : Sacramento

Telephone : (916) 263-2952



From : Department of Food and Agriculture
Norb Bartosik, Special Advisor
Division of Fairs & Expositions

Subject : Outreach and Chain of Command

First, let me say how excited I am to assist Secretary A.G. Kawamura and Deputy Secretary Kim Myrman in the process we have before us and the roll out of information and materials over the next several months.

My role is to assist Bruce Lim, Acting Director and the strong team of support staff here at Fairs & Expositions (F&E). F&E will continue to process the work and decision making needed to get our work completed, and to be responsive to the needs of the network of California Fairs. To that extent, I will assist Kim Myrman in starting the recruitment process of finding a new Director for Fairs & Expositions. We expect to have an announcement and job description and specifications out, in the very near future.

Plans are being made to meet with a sub-committee of the California Fairs Alliance (CFA) to work on finalizing the annual Expenditure Plan for Fairs so that it can be finalized, approved and filed with the Joint Fairs Committee of the Legislature, in short order. Along with that, we will be looking at holding a meeting of a new Secretary's Advisory Committee as the panel is chosen by Secretary Kawamura. The key elements we plan to bring forward are the current legislative issues; industry concerns on funding and the programs that can focus and feature agriculture education at the fairs this coming year.

It will be my intention to also convene a joint meeting of the Industry Agencies: California Authority of Racing Fairs, California Construction Authority, California Fair Services Authority, F&E, and Western Fairs Association to discuss planning, strategy and collective interaction on behalf of our network of fairs.

If you would like to speak to me directly on any of the matters mentioned above, or others, please contact Kathy Kolb at the F&E offices 916-263-2952 to arrange a meeting or phone conversation. My email address will remain unchanged: nbartosik@calexpo.com . I look forward to assisting you with any matters in the near future.

cc : Secretary A.G. Kawamura
Kim Myrman, Deputy Secretary
Donna Bardaro
Chris Korby
Tom Baker
Steve Chambers
Bruce Lim